

South Africa:

Video Market Briefing

Tuesday, June 29, 2004

9:30 a.m. - 12:00 noon

SouthTrust Building

1201 Main Street, 15th Floor

SCDOC Presentation Center

Columbia, SC



Join in a live videoconference with the **U.S. Commercial Service** in **Johannesburg, South Africa** to discuss market opportunities in **South Africa** for your products and services. Commercial Specialists in Johannesburg will be available to answer your specific questions. In addition, a panel of S.C. business representatives will discuss their first-hand experiences in this market. The S.C. and U.S. Departments of Commerce are co-sponsoring this briefing. As registrations are received, CS staff in Johannesburg will be notified of your participation and will be prepared to address the market for your specific industry sector.

There is no fee to attend the Video Market Briefing, but space is limited! To reserve your seat, please complete and return the attached registration form by **Friday, June 25.**

Include any questions you would like answered during the videoconference on the attached registration form.

Questions? Contact Melissa McLeod, SCDOC, 803-737-2164, mmcleod@sccommerce.com or Jayne Woodward, USDOC, 803-253-3612, jayne.woodward@mail.doc.gov.

Are you interested in the South African market? Would you like to be ahead of your competitors before the U.S.-Southern African Customs Union Free Trade Agreement (FTA) is concluded in 2005? Did you know that the U.S. Commercial Service in South Africa is able to facilitate your business in all 14 neighboring countries?

Why Export to South Africa?

- Accessing the South African market is a cost-effective means of gaining entry to the SACU (Southern African Customs Union, i.e., South Africa, Namibia, Botswana, Lesotho and Swaziland) as well as the SADC region (Southern African Development Community includes Angola, Botswana, Democratic Republic of Congo (DRC), Lesotho, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe).
- During 2003, the U.S. exported to South Africa approximately US\$2.8 billion, a 12% increase since the previous year. South Carolina companies exported US\$162.3 million, a 70% increase over 2001!
- Best Prospects for U.S. exports include energy (production and distribution), transportation infrastructure, aerospace and defense, safety and security, health care equipment and technology, packaging, information and communication technology (ICT), U.S. brands are increasingly enjoying broad consumer awareness and acceptance.
- Growth sectors with good prospects for the future include automotive, environmental technologies, tourism infrastructure development, textiles and mining & minerals.

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To register, complete and return by fax to: 803-806-3471

(For more than one registrant, please photocopy this form.)

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Tel: _____ Fax: _____

Website: _____

Email: _____

****Please list below any specific questions you would like addressed during the Video Market Briefing.**
